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| Contribution from 5Rights Foundation |
| BUILDING THE DIGITAL WORLD YOUNG PEOPLE DESERVE |
| **Purpose**In the digital age, childhood is lived online and offline seamlessly and simultaneously. Children and young people are disproportionately affected by the risks of the digital world. Despite this, the protections that children and young people enjoy as norms in the offline world do not meaningfully exist online. The lack of coherent, comprehensive child online protection legislation, both at a global level and within individual jurisdictions, has seen the introduction of products and services that pay little regard to, and assume no liability for, the welfare of children and young people.Focusing on the critical importance of safety by design, the 5Rights Foundation presentation at the ITU Working Group on Child Online Protection will emphasizing key principles that underpin effective corporate responsibility. As the presentation explores the path towards a global standard, it will outlines the progress, challenges, opportunities, best practices, and tools crucial for success.**Action required**This document is transmitted to the Council Working Group on Child Online Protection **for information**. |

**Legislating for COP - where to focus and why:**

Interactive resources

• [New York Times](https://vimeo.com/686672230) video featuring [Twisted Toys](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2ftwisted-toys.com%2f&c=E,1,KYPPNjNkGutv6ftJXSqByY6CZd8DwIiq8tPX1-7CXWI_WW_EPNDEgBurjnxThCx1frlb9B0jEhPJ2UjkAXC7XMCoZ_74_314pmmlbH-0Qe2S8zpuood9-1K8b9o,&typo=1) a satirical series of ads embodying some of these features in traditional toys to highlight how common features of the digital products our children play with and depend on are completely at odds with our conceptions of what is acceptable for other products.

• [Risky by design](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.riskyby.design%2fintroduction&c=E,1,YRseh_U512bi3kbyhOcIM-4jdvsHeHuL2dpblWd3x5SgAoFR9Ld3UN7sI2x6OFK2lpGGo2MAZiUMBKLrnW9f06KxyAM744pfsCe-t7pJSvDm2ZA,&typo=1) examines common design features that create risk in a series of accessible case studies. They are not based on any one service, but each highlights how these design features pose risks to young people.

Reports

• Our two reports, “[Pathways: How digital design puts children at risk](https://lnkd.in/ecixaVJT)” and “[Disrupted Childhood: the cost of persuasive design](https://5rightsfoundation.com/uploads/Disrupted-Childhood-2023-v2.pdf)” highlights the negative impact of persuasive design on children.

• The revised version of “[Digital Childhood: Addressing Childhood Development Milestones in the Digital Environment](https://5rightsfoundation.com/in-action/exploring-the-digital-landscape-of-childhood-unveiling-the-revised-digital-childhood-report.html)” explores the impact of children’s technology use on their developmental trajectory.

**The path towards a global standard - opportunities, best practices and tools:**

The Age Appropriate Design Code

• [UK Age Appropriate design Code](https://ico.org.uk/for-organisations/guide-to-data-protection/ico-codes-of-practice/age-appropriate-design-a-code-of-practice-for-online-services/)

• [Demystifying the Age Appropriate design Code](https://5rightsfoundation.com/uploads/demystifying-the-age-appropriate-design-code.pdf)

[The IEEE 2089-2021 Standard for Age Appropriate Digital Service Framework](https://5rightsfoundation.com/in-action/5rights-and-ieee-sa-launch-new-standard-for-designing-digital-services-with-children-in-mind.html)

[The Child Online Safety Toolkit](https://childonlinesafetytoolkit.org/wp-content/uploads/2022/05/5Rights-Child-Online-Safety-Toolkit-English.pdf) (also available [here](https://childonlinesafetytoolkit.org/toolkit/) in French, Spanish, Brazilian Portuguese, Russian, Arabic, Chinese, Khmer) a roadmap for policymakers and practitioners building a digital world that supports children and enables them to flourish, online and beyond.

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